

Volkswagen - ID.3 Online Booking

Automotive | Partner | HAVAS | Romania | 2019 MAY to JUN



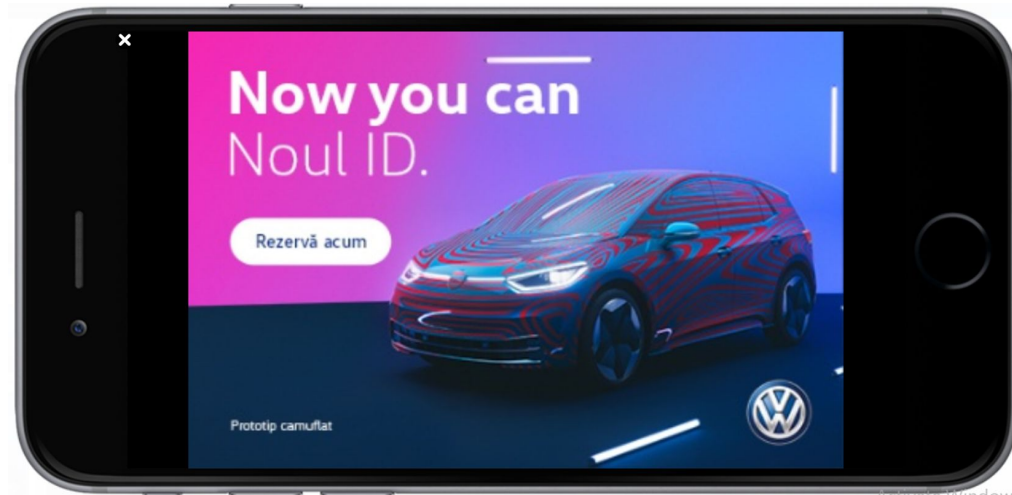
CAMPAIGN OBJECTIVES

Volkswagen via HAVAS and our local Romanian partner agency with a brand awareness and promotional campaign.

The launch of **electric model ID.3** in Romania manifested in a month long campaign. KPI in the form of **impressions** (awareness) and **clicks** (interaction).

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OUR SOLUTIONS

Quite standard setup, with one exception, see below:

- Classic static banner set, covering Standard and Interstitial sizes
- In-App and mobile website targeting following standard brand safety guidance
- M&As location expertise was required in order to ensure the required 60/40% split in terms of Impression deliver between two sets of locations: 60 locations with 200m radius and 13 locations with radii between 500m and 1000m

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RESULTS

